



Smart Promotion Network

UNCTAD: Investing in Sustainable Development

FDI Trends

Global FDI outflows rose in 2011. Despite economic uncertainties, UNCTAD's Global Investment Trends Monitor (April 2012) indicates a 16% growth in global FDI outflows in 2011, reaching an estimated US\$1.66 trillion. Much of this growth is attributed to a return of investors from developed regions to a level comparable to the pre-crisis average (2005-2007). The growth in FDI outflows from developing economies appeared to lose some momentum, with a drop of 7% in 2011. The Monitor also cautioned that growth of FDI outflows in 2011 did not translate into an equivalent expansion of productive capacity.

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Strategy, Did You Know?

Korea's strategy to promote green growth. Korea is strongly committed to promoting green growth, setting a target to reduce emissions by 30% by 2020. To achieve this objective in a cost-effective manner, the country has to move from a strategy based on voluntary commitments by firms to one anchored on market-based instruments. For details, read OECD's Working Paper "Korea's Green Growth Strategy".

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Smart Promoter Practices

What makes them stand out in UNCTAD's Investment Promotion Awards 2012? Out of nearly 40 investment promotion agencies (IPAs) from around the world, 3 IPAs from Malta, Mexico and China won the 2012 UNCTAD Investment Promotion Awards for promoting investment for jobs and skills. IPAs from Swaziland and Grenada received the runners-up awards. What winners had in common were clear strategies and effective measures of job creation and skill development, partnerships with stakeholders, and innovative human resource support for investors.

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What's On

Promoting investment in sustainable development: Looking back at World Investment Forum 2012. The UNCTAD World Investment Forum 2012 in Doha, Qatar, brought together 1400 investment stakeholders from 145 countries, including representatives from over 60 IPAs. Participants attended a series of conferences and a host of side events including a highly successful investment promotion conference, a workshop on investment facilitation and a site visit to the Qatar Foundation and Qatar Science and Technology Park. A Sovereign Wealth Fund Round Table, which highlighted opportunities by these funds to invest in sustainable development, proved very popular among IPAs.

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Read of the Month

Measuring green investment. The IMF Working Paper: "Who's Going Green and Why?" provides an overview of the trends and determinants of green investment over the last decade. Covering a sample of 35 emerging economies, and using an econometric analysis, the paper demonstrates that green investment is boosted by economic growth, a sound financial system conducive to low interest rates, and high fuel prices. The study also signals that Asia, led by China, is increasingly important in the green investment sector.

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